IN THE CLAIMS:

Please cancel Claims 14-15, 20-21, 23-24 and 27 without prejudice to or disclaimer of the subject matter presented therein.

Please amend Claims 1, 16, 18, 22, 25, and 26 as follows.

1. (Currently Amended) A system for embedding a digital watermark in content, comprising:

a segmentation unit configured to segment objective content into a plurality of partial contents;

an encryption unit configured to encrypt at least one partial content of the plurality of partial contents obtained by said segmentation unit;

a digital watermarking unit configured to embed a digital watermark ~~in~~ to the partial content encrypted by said encryption unit;

a decryption unit configured to decrypt the partial content encrypted by said encryption unit and in which the digital watermark is embedded by said digital watermarking unit; and

a composition unit configured to ~~compose~~ combine the partial content obtained by said decryption unit and other partial content obtained by said segmentation unit.

2. (Previously Presented) The system according to claim 1, wherein said segmentation unit segments the objective contents on the basis of at least one of a frequency band of the objective contents, a feature of the objective contents, and a type of said digital watermarking unit.

3. (Previously Presented) The system according to claim 1, wherein one apparatus has said respective units.

4. (Original) The system according to claim 1, wherein said system is formed by a plurality of apparatuses.

5. (Previously Presented) The system according to claim 4, wherein a first apparatus has said segmentation unit, said encryption unit, said decryption unit, and said composition unit, and a second apparatus has said digital watermarking unit.

6. (Previously Presented) The system according to claim 1, wherein said digital watermarking unit embeds a digital watermark by a scheme corresponding to a purpose of use of the contents.

7. (Previously Presented) The system according to claim 6, wherein the purpose of use of the contents includes at least one of a print process and monitor process, and

said digital watermarking unit embeds a digital watermark having robustness corresponding to the purpose of use.

8. (Previously Presented) The system according to claim 6, wherein the purpose of use of the contents includes a process of the objective contents using an apparatus, and

said digital watermarking unit embeds a digital watermark corresponding to a type of apparatus used.

9. (Previously Presented) The system according to claim 8, further comprising output unit for outputting the objective contents after digital watermarking in a data format corresponding to the type of apparatus used.

10. (Previously Presented) The system according to claim 1, wherein said digital watermarking unit embeds a digital watermark by a scheme corresponding to the objective contents.

11. (Previously Presented) The system according to claim 1, wherein said digital watermarking unit embeds a digital watermark by a scheme corresponding to a format of the objective contents.

12 - 15 (Cancelled)

16. (Currently Amended) An apparatus for embedding a digital watermark in contents, comprising:

a discrimination unit configured to discriminate whether an output style of content is ~~a first style~~ outputting to a display or ~~a second style~~ to a printer; and

a digital watermarking unit configured to embed a digital watermark in the content by a scheme corresponding to a discrimination result of said discrimination unit.

17. (Previously Presented) The apparatus according to claim 16, wherein said digital watermarking unit embeds a digital watermark having robustness corresponding to the output style.

18. (Currently Amended) An apparatus for embedding a digital watermark in contents, comprising:

a discrimination unit configured to discriminate a type of apparatus that ~~processes~~ outputs content; and

a digital watermarking unit configured to embed a digital watermark in the content by a scheme corresponding to a discrimination result of said discrimination unit.

19. (Previously Presented) The apparatus according to claim 18, wherein said digital watermarking unit embeds a digital watermark having robustness corresponding to the type.

20 - 21 (Cancelled)

22. (Currently Amended) A method for embedding a digital watermark in contents, comprising:

the encryption step of encrypting a partial content of a plurality of partial contents obtained by segmenting objective content;

the digital watermarking step of embedding a digital watermark ~~in~~ to the partial content encrypted in said encryption step;

the decryption step of decrypting the partial content encrypted in the encryption step and in which the digital watermark is embed in said digital watermarking step; and

the composition step of ~~compositing~~ combining the partial content obtained in the decryption step and other partial content which are not encrypted.

23 - 24 (Cancelled)

25. (Currently Amended) A method for embedding a digital watermark in content, comprising:

the discrimination step of discriminating whether an output style of content is ~~a first style~~ outputting to a display or ~~a second style~~ to a printer; and

the digital watermarking step of embedding a digital watermark in the content by a scheme corresponding to a discrimination result in the discrimination step.

26. (Currently Amended) A method for embedding a digital watermark in content, comprising:

the discrimination step of discriminating a type of apparatus that ~~processes~~ outputs content; and

the digital watermarking step of embedding a digital watermark in the content by a scheme corresponding to a discrimination result in the discrimination step.

27. (Cancelled)